



THE
TRAVEL
BOOK

• MEDIA KIT •

• A B O U T U S •

We are Rasmus and Karoline and we are the owners of The Travel Book.

The Travel Book is a travel blog with photos, videos and travel recommendations from the most beautiful travel destinations in the world. We are very passionate about travelling and photography, and our goal is to inspire others to travel and experience the world. We share our photos, videos and travel tips on Instagram, Youtube, Facebook and our website www.thetravelbook.world. We have some amazing followers on our social media and our number of followers are increasing. On our Instagram account, we gain about 500 new followers every week and our posts are exposed more than 200.000 times on a weekly basis.

Our plan is to spend one month in Vietnam from the beginning of December. We will travel from north to south of Vietnam to discover the culture, people, cuisine and the beautiful nature.



Karoline



Rasmus



SO SOFITEL BANGKOK

OUR LATEST COLLABORATION

Our latest collaboration was with SO Sofitel Hotel in Bangkok, Thailand. On the next few pages, you can see the photos and the Instagram posts we created in collaboration with SO Sofitel.

We shared the content we created at SO Sofitel on our own Instagram, Youtube, Facebook and website www.thetravelbook.world.

SO SOFITEL BANGKOK



S O S O F I T E L B A N G K O K



SO SOFITEL BANGKOK



• I N S T A G R A M •



Photos you will find on our instagram @thetravel.book



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DEMOGRAPHY



43% females
57% males



Primarily from Europe
and USA

200.000+

INSTAGRAM WEEKLY
REACH IMPRESSIONS



5K FOLLOWERS

1000+

INSTAGRAM
MONTHLY GROWTH



17K FOLLOWERS

365,000+

YOUTUBE VIEWS



2K FOLLOWERS

SERVICES

- SPONSORED POSTS
- BRAND AMBASSADORSHIP
- PRODUCT PLACEMENT
- TRAVELS
- GIVEAWAYS
- AFFILIATION



PARTNERSHIPS